

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	08/07/2012 11:07 AM	1 of 3
6839289	1						

**Last Received:** 08/07/2012 8:47 AM

**Showing Buylines: All Lines**

Station	WVBT-TV NORFOLK, VA.	Agency	( ) CROSSROADS MEDIA	Rep Firm	
Advertiser	( ) CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	( ) PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	( ) ANJIE BRADY
Estimate#	882	Agency C/P1/P2/E	12/11/882	Salesperson Phone#	215-567-6005
Buyer	Noelle Ramsey	Flight Dates	08/08/2012 - 08/14/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CONTRACT COMMENT ---

CLIENT: CROSSROADS GPS SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	10A-11A	MILLIONAIRE	:30	\$75.00	08/08-08/08	1	1	1	\$75.00	
Rating: 0.9												
	2	TH	10A-11A	MILLIONAIRE	:30	\$75.00	08/09-08/09	1	1	1	\$75.00	
Rating: 0.9												
	3	F	10A-11A	MILLIONAIRE	:30	\$75.00	08/10-08/10	1	1	1	\$75.00	
Rating: 0.9												
	4	M	10A-11A	MILLIONAIRE	:30	\$75.00	08/13-08/13	1	1	1	\$75.00	
Rating: 0.9												
	5	TU	10A-11A	MILLIONAIRE	:30	\$75.00	08/14-08/14	1	1	1	\$75.00	
Rating: 0.9												
	6	W	10P-1045P	LATE NEWS	:30	\$1,200.00	08/08-08/08	1	1	1	\$1,200.00	
Rating: 3.9												
	8	F	10P-1045P	LATE NEWS	:30	\$1,200.00	08/10-08/10	1	1	1	\$1,200.00	
Rating: 3.9												
	10	TU	10P-1045P	LATE NEWS	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 3.9												
	11	W	1045P-11P	SPORTSWRAP	:30	\$500.00	08/08-08/08	1	1	1	\$500.00	
Rating: 2.1												
	12	TH	1045P-11P	SPORTSWRAP	:30	\$500.00	08/09-08/09	1	1	1	\$500.00	
Rating: 2.1												



EC'd Yes    Last Received: 08/07/2012 8:47 AM

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Station WVBT-TV NORFOLK, VA.	Agency ( ) CROSSROADS MEDIA	Rep Firm
Advertiser ( ) CROSSROADS GPS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office ( ) PHILADELPHIA
Product Crossroads GPS	ALEXANDRIA, VA 22314	Salesperson ( ) ANJIE BRADY
Estimate# 882	Agency C/P1/P2/E 12/11/882	Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey	Flight Dates 08/08/2012 - 08/14/2012	Salesperson FAX# 215-567-5938
Phone#	Hiatus Weeks	
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	25	W-F	2P-3P	STEVE WILKOS	:30	\$150.00	08/08-08/10	1	1	1	\$150.00	
	26	M-TU	2P-3P	STEVE WILKOS	:30	\$150.00	08/13-08/14	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 23 / \$10,225.00

---SALES MONTHLY TOTALS---

Aug 12: 23 / \$10,225.00  
Sales Totals: 23 / \$10,225.00  
Station Totals: 23 / \$10,225.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$170,417	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 4%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE